What is claimed is:

1   1.   A method for allowing a resource associated with a target document usable for

2   ad rendering by a first entity to be used for rendering of content by a second entity,

3   the method comprising:

4   if a condition is met, the first entity using the resource to render at least one

5   ad; and

6   if the condition is not met, the first entity allowing the second entity to use at

7   least a portion of the resource to render content.

1   2.   The method of claim 1, wherein the first entity includes a content ad system.

1   3.   The method of claim 2, wherein the second entity includes a publisher with

2   which the target document is associated.

1   4.   The method of claim 3, further comprising:

2   a publisher requesting rendering of the ad by the first entity; and

3   in response to the request, the first entity determining whether the condition is

4   met.

1   5.   The method of claim 4, wherein the condition depends on whether the first

2   entity determines the target document can be crawled, and if not, determining that the

3   condition is not met.

1   6.   The method of claim 4, wherein the condition depends on whether the target

2   document is available for analysis by the first entity to determine if a relevant ad is

3   available for rendering, and if not, determining that the condition is not met.

1   7.   The method of claim 4, wherein the condition depends on whether the target

2   document contains negative subject matter, and if so, determining that the condition is

3   not met.

1   8.   The method of claim 7, wherein negative subject matter includes at least one

2   of tragic events, pornography, alcohol promotion, tobacco promotion, gun promotion

3   and gambling promotion.

1   9.   The method of claim 4, wherein the condition depends on whether the first

2   entity determines if a threshold number of sufficiently relevant ads are available to

3   render in association with the target document, and if not, determining that the

4   condition is not met.

1   10.   The method of claim 9, wherein the threshold number of sufficiently relevant

2   ads depends on a degree of topical correlation between a plurality of ads available to

3   the first entity and subject matter of the target document.

1   11.   The method of claim 4, wherein the condition depends on whether the first

2   entity determines if a threshold number of ads are available to render in association

3   with the target document, and if not, determining that the condition is not met.

1   12.   The method of claim 4, wherein the condition depends on whether the first

2   entity determines net revenue for rendering the ad will be positive, and if not,

3   determining that the condition is not met.

1   13.   The method of claim 12, wherein the first entity determining whether net

2   revenue for rendering the ad will be positive comprises:

3   determining if a payment to be paid to an publisher for rendering the ad; and

4   estimating gross revenue derived from an advertiser for rendering the ad in

5   association with the target document.

1   14.   The method of claim 13, wherein the payment depends on a number of

2   impressions of the ad using the resource of the target document.

1   15.   The method of claim 13, wherein the gross revenue depends on a number of

2   impressions of the ad using the resource of the target document.

1   16.   The method of claim 13, wherein the gross revenue depends on an estimated

2   clickthrough amount for the ad if rendered using the resource of the target document.

1   17.   The method of claim 1, wherein the first entity includes a first ad system and

2   the second entity includes a second ad system.

1   18.   The method of claim 17, wherein the first ad system is a content ad system.

1   19.   The method of claim 17, wherein the content includes a set of one or more ads.

1   20.   The method of claim 1, further comprising:

2   the first entity receiving an ad rendering request associated with the target

3   document, wherein the target document is requested by a client system and the ad

4   rendering request includes an identifier of the second entity;

5   based on a set of one or more criteria, the first entity determining to redirect

6   the request to a second entity; and

7   the first entity setting a location field in an outgoing hypertext protocol header

8   with the identifier, causing the target document to be output to the client system with

9   the content rendered by the second entity.

1   21.   The method of claim 20, wherein the identifier includes an alternative content

2   URL.

1   22.   The method of claim 20, further comprising using remote scripting to process

2   the ad rendering request.

1   23.   The method of claim 21, wherein the remote scripting includes a Javascript

2   iframe.

1   24.   The method of claim 23, wherein the iframe is named to identify the ad

2   rendering request to the first entity.

1   25.   The method of claim 1, further comprising the first entity indicating whether

2   the condition is not met to an external entity.

1   26.   The method of claim 25, further comprising the first entity identifying the

2   condition to the external entity.

1   27.   The method of claim 26, wherein the external entity is the second entity.

1   28.   The method of claim 26, wherein the external entity includes a publisher.

1   29.   In an ad system, a method for handling ad rendering requests comprising:

2   receiving a request to render at least one ad in conjunction with a target

3   document;

4   determining, based on a set of one or more conditions, whether to render the at

5   least one ad, and if not:

6   redirecting the request to an alternative entity.

1   30.   The method of claim 29, wherein the request identifies the alternative entity.

1   31.   The method of claim 29, wherein redirecting the request includes an identifier

2   to identify the request if redirected from the alternative entity back to the ad system.

1   32.   The method of claim 29, wherein redirecting the request is based on

2   determining a threshold number of relevant ads are not available for rendering in

3   conjunction with the target document.

1   33.   The method of claim 29, wherein redirecting the request is based on

2   determining a threshold amount of monetary gain will not be met if the one or more

3   ads are rendered by the ad system.

1   34.   The method of claim 29, wherein redirecting the request is based on

2   determining a threshold ad performance level will not be met if the one or more ads

3   are rendered by the ad system.

1   35.   The method of claim 34, wherein the threshold ad performance level depends

2   at least in part on an expected clickthrough rate of the one or more ads if rendered by

3   the ad system.

1   36.   A system comprising:

2   a first means for rendering an ad via a resource of a target document;

3   a second means for determining, based on a set of one or more criteria,

4   whether not to render the ad via the resource of the target document and allow an

5   alternative means to render content via the resource of the target document.

1   37.   The system of claim 36, wherein the resource includes a display area on the

2   target document.

1   38.   The system of claim 36, wherein the set of criteria includes an expected

2   performance for rendering the ad via the resource of the target document.